

B. In the Claims:

Please amend the claims as follows:

1. (Currently amended) A method including the steps of:

receiving an order for a product from an ordering computer, via a digital network, at a computer system;

receiving waybill data from a computer of a shipper, via the digital network, at the computer system; and

processing the order and the waybill data, with the computer system, so as to produce an electronic communication which is output to the digital network and which corresponds to, when printed on one sheet, comprises comprising a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill, the waybill corresponding to the waybill data received from the shipper.

2. (Previously presented) The method of claim 1, further including associating a customer-specified delivery date with the order.

3. (Previously presented) The method of claim 1, further including associating credit or charge card information with a customer-specified delivery date for a delayed order such that the card information corresponding to the order is available at a time of the shipment of the delayed order.

4. (Previously presented) The method of claim 1, further including sending a communication, from the computer system to a financial institution computer system, so as to only initiate a payment corresponding to the order at a time subsequent to the shipment of the product with the waybill.

5. (Previously presented) The method of claim 1, further including sending a communication, from the computer system to a financial institution computer system and triggered by the shipment of the product with the waybill, so as to initiate a payment corresponding to the order.

6. (Previously presented) The method of claim 1, further including sending a communication, from the computer system to a financial institution computer system, so as to initiate payment corresponding to the order being fulfilled.

7. (Previously presented) The method of claim 1, further including sending a first communication prior to the shipment, from the computer system to a financial institution computer system, to verify card availability, and sending a second communication subsequent to the shipment, from the computer system to a financial institution computer system, so as to initiate payment corresponding to the order being fulfilled.

8. (Previously presented) The method of claim 1, further including communicating billing information corresponding to the order to a Visa financial institution computer system.

9. (Previously presented) The method of claim 1, further including communicating billing information corresponding to the order to a MasterCard financial institution computer system.

10. (Previously presented) The method of claim 1, further including communicating billing information corresponding to the order to a Discover financial institution computer system.

11. (Previously presented) The method of claim 1, further including communicating billing information corresponding to the order to an American Express financial institution computer system.

12. (Previously presented) The method of claim 1, further including sending a communication to a financial institution computer system to obtain a payment corresponding to the order responsive to receiving data triggered by a scan of the waybill.

13. (Previously presented) The method of claim 1, further including communicating so as to verify availability of a card, and processing to bill the card responsive to receiving a communication from the shipper computer indicating that the product has been shipped.

14. (Previously presented) The method of claim 1, wherein the receiving an order is carried out via a web page which automatically triggers the electronic communication to be sent so as to be received at a distribution center.

15. (Previously presented) The method of claim 1, wherein the receiving the waybill data comprises receiving the waybill data from a Federal Express computer system, and wherein the electronic communication is in one digital format.

16. (Previously presented) The method of claim 1, wherein the receiving the waybill data comprises receiving the waybill data from a UPS computer system, and wherein the electronic communication is in one digital format.

17. (Previously presented) The method of claim 1, wherein the electronic communication is in the one digital format.

18. (Previously presented) The method of claim 1, wherein the specification comprises a packing list.

19. (Previously presented) The method of claim 1, wherein the specification comprises a code.

20. (Previously presented) The method of claim 1, further including obtaining shipping status information from the shipper computer.

21. (Previously presented) The method of claim 1, further including assigning a code to the order.

22. (Previously presented) The method of claim 1, further including associating a code with the order, obtaining shipping status information from the shipper computer, and associating the status information with the code.

23. (Previously presented) The method of claim 1, further including associating a code with the order and providing a web page showing the order code.

24. (Previously presented) The method of claim 1, further including receiving identification of a name of a holiday without a date for the holiday, wherein the holiday has a year-to-year shifting date, and automatically applying a date to the order from the identification of the

name of the holiday, and wherein the electronic communication communicates the automatically applied date.

25. (Previously presented) The method of claim 1, further including receiving a consumer-composed personal message to a recipient of the product, and wherein the electronic communication communicates the consumer-composed personal message.

26. (Previously presented) The method of claim 1, further including receiving a consumer-composed personal message to a recipient of the product, and wherein the electronic communication communicates the consumer-composed personal message, and wherein the electronic communication is in one digital format.

27. (Currently amended) The method of claim 1, further including receiving a consumer-composed personal message₁ to a recipient of the product, ~~and locating the message into a template, and wherein~~ which formats the personal message for inclusion in the electronic communication ~~comprises a format corresponding to the template.~~

28. (Currently amended) The method of claim 1, further including receiving a consumer-composed personal message₁ to a recipient of the product, ~~and locating in a template the message and~~ so as to also include a corresponding code or packing list as the specification of the product, ~~and wherein~~ for inclusion in the electronic communication ~~comprises a format corresponding to the template.~~

29. (Previously presented) The method of claim 1, wherein the electronic communication communicates a delivery date.

30. (Previously presented) The method of claim 1, wherein the electronic communication communicates a ship date and a delivery date.

31. (Previously presented) The method of claim 1, wherein the computer system comprises a billing server which carries out billing for the order.

32. (Previously presented) The method of claim 1, wherein the computer system comprises a web server which carries out the receiving of the order.

33. (Previously presented) The method of claim 1, wherein the computer comprises a web server which carries out the receiving of the order; and further including processing a real-time card payment corresponding to the order.

34. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages being consumer-selectable to provide shopping by occasion.

35. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages indicating an arrangement for a holiday.

36. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing a screen showing a product in more detail than in a preceding screen.

37. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing at least one screen showing order confirmation.

38. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing at least one screen showing order cancellation.

39. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing a screen showing confirmation of order cancellation.

40. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages adapted to receive consumer modification of billing information.

41. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing at least one screen showing affiliates.

42. (Previously presented) The method of claim 1 further including providing web pages, at least one of the pages providing a reminder service.

43. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing at least one screen showing an order confirmation comprising order quantity, product name, and a message from a customer to a recipient of the product.

44. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing at least one confirm order screen.

45. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing at least one view order screen.

46. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing at least one screen showing an order status and viewable responsive to receiving a valid order number corresponding to the order status for the order.

47. (Previously presented) The method of claim 1, further including associating the order with an order number, providing web pages, automatically polling the shipper computer, which corresponds to Federal Express, with the order number in generating order status information, and showing the generated order status information on at least one screen provided by at least one of the pages.

48. (Cancelled)

49. (Previously presented) The method of claim 1, further including providing web pages, receiving an order number at one of the pages, if the order number matches an order in a database of the computer system, displaying on at least one screen corresponding to at least one of the pages a Federal Express shipment status.

50. (Previously presented) The method of claim 1, further including providing web pages, receiving an order number at at least one of the pages, if the order number matches an

order in a database of the computer system, displaying on a screen a status corresponding to a shipment and a delivery date for the shipment.

51. (Previously presented) The method of claim 1, providing web pages, at least one of the pages providing an order summary screen.

52. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages allowing, up to a shipping day, consumer modification of order information corresponding to the product order.

53. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages allowing saving of billing information in a database of the computer system.

54. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages adapted to carry out receiving of orders;
receiving an email address associated with the order at one of the pages; and
responsive to receiving a message that a card payment for the order has been declined, sending to the email address an email message including a hypertext link to one of the pages.

55. (Previously presented) The method of claim 1, further including providing web pages whereby the order is received;
receiving an email address associated with the order; and
sending to the email address an email message identifying the order and including a hypertext link to one of the pages.

56. (Currently amended) The method of claim 1, further including providing web pages whereby the order is received;
receiving an email address associated with the order; and
sending to the email address an email message including a hypertext link.

57. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages allowing browsing inventory with a detailed view mode.

58. (Previously presented) The method of claim 1, further including providing a web site which provides for selecting an occasion; and
associating a gift for the occasion with the order.

59. (Previously presented) The method of claim 1, further including receiving a consumer-composed personal message to a recipient of the product, and
communicating the user-composed personal message to the recipient by using a Blue Mountain greeting card.

60. (Previously presented) The method of claim 1, further including providing a web site which provides for associating an apology message with the order.

61. (Previously presented) The method of claim 1, further including providing a web site which provides for associating a "thank you" message with the order.

62. (Previously presented) The method of claim 1, further including providing a web site which provides for associating a "get well" message with the order.

63. (Previously presented) The method of claim 1, further including error checking with respect to order quantity, product, recipient message, and shipping information.

64. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages associating the order with recipient information stored from a prior order.

65. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages showing recipient information corresponding to the order, and wherein entry at at least one of the pages to buy product results in getting the recipient information from a database of the computer system.

66. (Previously presented) The method of claim 1, further including some of the processing of the computer system is batch processing and credit or charge card processing is real-time.

67. (Previously presented) The method of claim 1, further including a database server storing data in a database, the stored data corresponding to distribution centers, and further including sending, by accessing the data stored in the database, the electronic communication to one of the distribution centers.

68. (Previously presented) The method of claim 1, further including determining a supplier payment corresponding to the shipment.

69. (Currently amended) The method of claim 1, wherein the waybill data corresponds to a shipment ~~optionally to~~ for delivery in either the United States or Canada, as determined by a communication from the ordering computer.

70. (Previously presented) The method of claim 1, further including storing data in a database, the stored data corresponding to a plurality of distribution centers, and selecting one distribution center from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprise price data.

71. (Previously presented) The method of claim 1, further including storing data in a database, the stored data corresponding to a plurality distribution centers, and selecting one distribution center from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprise inventory data.

72. (Previously presented) The method of claim 1, further including storing data in a database, the stored data corresponding to a plurality distribution centers, and selecting one distribution center from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprise geographic location data.

73. (Previously presented) The method of claim 1, further including selecting one of a plurality of distribution centers to receive the electronic communication.

74. (Previously presented) The method of claim 1, further including providing a web page, whereby the order is received, and also providing for manual entry of an order received over a telephone system.

75. (Previously presented) The method of claim 1, wherein the electronic communication is communicated from an ordering center so as to provide remote control of distribution of the product at a location where the product was produced.

76. (Previously presented) The method of claim 1, further including sending an electronic communication to the shipper computer resulting in a courier vehicle picking up the shipment at a distribution center located apart from an ordering center.

77. (Previously presented) The method of claim 1, wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to a customer.

78. (Previously presented) The method of claim 1, wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to a recipient other than a customer.

79. (Previously presented) The method of claim 1, wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment as a gift to a recipient.

80. (Previously presented) The method of claim 1, wherein processing the order for a gift is not the same as processing if the order is not for a gift.

81. (Previously presented) The method of claim 1, wherein the electronic communication is communicated through a TCP/IP connection.

82. (Previously presented) The method of claim 1, wherein the electronic communication is communicated by an Internet communication.

83. (Previously presented) The method of claim 1, wherein the specification of the product comprises specification of a product to be packaged with a coolant in carrying out the shipment.

84. (Cancelled)

85. (Cancelled)

86. (Previously presented) The method of claim 1, wherein the sheet, when printed, comprises a Federal Express waybill.

87. (Previously presented) The method of claim 1, wherein the processing includes processing the order as a gift; and further including associating a user-composed message with the order; and wherein the shipment includes the message.

88. (Previously presented) The method of claim 1, wherein the processing of the order implements a delivery customized and fulfilled for a recipient.

89. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of a Federal Express shipment prepared.

90. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of a credit card authorized.

91. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of pending processing.

92. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of product shipped.

93. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of a credit card captured.

94. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of a settlement error.

95. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of a credit card settled.

96. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of a completed order.

97. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of a cancelled order.

98. (Previously presented) The method of claim 1, further including associating the order with a status code indicative of a customer notified by email.

99. (Previously presented) The method of claim 1, further including providing web pages, and recognizing a prior customer from an order placed via the web pages.

100. (Previously presented) The method of claim 1, further including providing a web page, and recognizing a prior web page user from a cookie corresponding to use of the web page.

101. (Previously presented) The method of claim 1, further including recognizing an email address associated with the order.

102. (Currently amended) The method of claim 1, further including verifying that only a product within inventory is orderable ~~can be ordered~~.

103. (Previously presented) The method of claim 1, further including producing an audit report which compares product that has been shipped so as to identify unfulfilled orders.

104. (Previously presented) The method of claim 1, further including receiving a message from a consumer who placed the order at a web page, the communication cancelling the order.

105. (Previously presented) The method of claim 1, further including providing web pages, wherein at least one of the pages provides selectable sorting by price.

106. (Previously presented) The method of claim 1, further including a plurality of servers, an email capability corresponding to the order.

107. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing fields to enter recipient information for storage of that recipient information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows selecting a recipient from the stored recipient information and the selecting triggers populating fields used in the making of the order.

108. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing fields to enter customer information for storage of that customer information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows using the stored customer information to populate fields used in the making of the order.

109. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing items indicated as appropriate for a holiday, the items being selectable so as to facilitate placing the order.

110. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing items indicated as appropriate for a holiday with a date that changes from year to year, the items being selectable to facilitate placing the order.

111. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing items indicated as appropriate for Easter, the items being selectable to facilitate placing the order.

112. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing items indicated as appropriate for Secretaries Day, the items being selectable to facilitate placing the order.

113. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing items indicated as appropriate for Mother's Day, the items being selectable to facilitate placing the order.

114. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing items indicated as appropriate for Passover, the items being selectable to facilitate placing the order.

115. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing items indicated as appropriate for Thanksgiving, the items being selectable to facilitate placing the order.

116. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing items indicated as appropriate for Valentine's Day, the items being selectable to facilitate placing the order.

117. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing a selectable occasion which if selected, causes a display of a portion of inventory.

118. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing a selectable occasion which if selected, causes a display of inventory sorted by price.

119. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing a selectable occasion which if selected, causes a display of inventory sorted by popularity.

120. (Previously presented) The method of claim 1, further including providing web pages, the web pages collectively enabling placement of the order of the product and the shipment.

121. (Previously presented) The method of claim 1, further including providing web pages, the web pages collectively enabling placement of the order of the product, the shipment by the shipper, and viewing shipment status.

122. (Currently amended) The method of claim 1, further including providing web pages, the web pages collectively enabling placement of the order and the shipment optionally for delivery in either to the United States or to Canada, as determined by a communication from the ordering computer.

123. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing fields to enter reminder information for storage of that reminder information, the reminder information used to trigger an email reminder.

124. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of a birthday.

125. (Previously presented) The method of claim 1, wherein the order for the product is for an order for a product customized and fulfilled just for a recipient.

126. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of an anniversary.

127. (Previously presented) The method of claim 1, further including:
providing web pages, at least one of the pages providing fields to enter reminder
information;

storing the reminder information; and
using the reminder information to trigger an email reminder; and wherein
the email reminder comprises a special offer for an order.

128. (Previously presented) The method of claim 1, further including:
providing web pages, at least one of the pages providing fields to enter reminder
information;

storing the reminder information; and
using the reminder information to trigger an email reminder; and wherein
the email reminder comprises an offer of free shipping for an order.

129. (Previously presented) The method of claim 1, further including:
providing web pages, at least one of the pages providing fields to enter reminder
information;

storing the reminder information; and
using the reminder information to trigger an email reminder; and wherein
the email reminder includes an offer of a special price for an order.

130. (Previously presented) The method of claim 1, further including providing web
pages, at least one of the pages providing for ordering food.

131. (Previously presented) The process of claim 1, further including providing web pages, at least one of the pages providing for ordering chocolates.

132. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing for ordering a basket of food.

133. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages using an SSL security certificate used to carry out the order.

134. (Currently amended) The method of claim 1, further including providing web pages, at least one of the pages using an SSL security certificate used when a user views at least one of the web pages in which personal information is editable ~~may be edited~~.

135. (Currently amended) The method of claim 1, further including providing web pages, at least one of the pages using an SSL security certificate used when a user performs an action in which personal information is editable ~~may be edited~~.

136. (Currently amended) The method of claim 1, further including providing a web site with web pages such that card account information ~~cannot be~~ is inaccessible ~~accessed~~ from the web site.

137. (Currently amended) The method of claim 1, further including providing a web site with web pages such that card account information ~~can be changed~~ is changeable at the web site only by entering an order number.

138. (Currently amended) The method of claim 1, further including providing a web site with web pages such that card account information ~~can be changed~~ is changeable at one of the web pages and such that the card account information ~~cannot be accessed~~ is not changeable from any other portion of the web site.

139. (Previously presented) The method of claim 1, further including processing to carry out a purchase for the order as an on-line purchase.

140. (Cancelled)

141. (Previously presented) The method of claim 1, further including processing to carry out a purchase for the order with real-time card processing.

142. (Previously presented) The method of claim 1, further including providing web pages, whereby fields are provided to make a purchase and fields are provided to make the shipment.

143. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing fields to enable receiving gift registry information.

144. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing links to partner web sites.

145. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing links to partner web sites with product offerings.

146. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing links to coprovider web sites.

147. (Previously presented) The method of claim 1, further including providing web pages, at least one of the pages providing a link to an affiliate web site.

148. (Previously presented) The method of claim 1, further including:
providing web pages, at least one of the pages providing links to affiliate web sites; and
processing to provide a credit for an affiliate referral associated with the order.

149. (Previously presented) The method of claim 1, further including processing to provide a credit for an affiliate referral associated with the order.

150. (Previously presented) The method of claim 1, further including tracking referrers associated with respective orders.

151. (Previously presented) The method of claim 1, further including associating a referral code with respective orders.

152. (Previously presented) The method of claim 1, further including providing, at a web site, a consumer-selectable greeting card which if selected, associates the greeting card with the order.

153. (Previously presented) The method of claim 152, further including providing a text box with context of a graphic for the card.

154. (Previously presented) The method of claim 1, wherein the electronic communication includes two dates, the dates including a deliver-by date.

155. (Previously presented) The method of claim 1, further including selecting a supplier of the product.

156. (Currently amended) The method of claim 1, wherein the electronic communication includes an indication ~~that permitting a delivery of the product can be carried out~~ by a drop off at a recipient's door.

157-326. (Cancelled)

327. (Currently amended) Apparatus including:
a computer system including a memory storing computer program instructions, which when run, cause the computer system to perform operations including processing an order, the order having been received via a digital network from an ordering computer system, and processing waybill data which have been received via the digital network from a shipper computer system, so as to produce an electronic communication which is output via the digital network and which, ~~when printed on~~ corresponds to one sheet, ~~includes comprising~~ a waybill and a specification of a product that fulfills the order by shipment of the product with the waybill, the waybill corresponding to the waybill data received from the shipper; and a printing device which prints the sheet from the electronic communication.

328. (Previously presented) The apparatus of claim 327, wherein the operations include associating a customer-specified delivery date with the order.

329. (Previously presented) The apparatus of claim 327, wherein the operations include associating credit or charge card information with a customer-specified delivery date for a delayed order such that the card information corresponding the order is available at a time of the shipment of the delayed order.

330. (Previously presented) The apparatus of claim 327, wherein the operations include sending a communication, from the computer system to a financial institution computer system, so as to only initiate a payment corresponding to the order at a time subsequent to the shipment of the product with the waybill.

331. (Previously presented) The apparatus of claim 327, wherein the operations include sending a communication, from the computer system to a financial institution computer system and triggered by the shipment of the product with the waybill, so as to initiate a payment corresponding to the order.

332. (Previously presented) The apparatus of claim 327, wherein the operations include sending a communication, from the computer system to a financial institution computer system, so as to initiate payment corresponding to the order being fulfilled.

333. (Previously presented) The apparatus of claim 327, wherein the operations include sending a first communication prior to the shipment, from the computer system to a financial institution computer system, to verify card availability, and sending a second communication subsequent to the shipment, from the computer system to a financial institution computer system, so as to initiate payment corresponding to the order being fulfilled.

334. (Previously presented) The apparatus of claim 327, wherein the operations further comprise communicating billing information corresponding to the order to a Visa financial institution computer system.

335. (Previously presented) The apparatus of claim 327, wherein the operations further comprise communicating billing information corresponding to the order to a MasterCard financial institution computer system.

336. (Previously presented) The apparatus of claim 327, wherein the operations further comprise communicating billing information corresponding to the order to a Discover financial institution computer system.

337. (Previously presented) The apparatus of claim 327, wherein the operations further comprise communicating billing information corresponding to the order to an American Express financial institution computer system.

338. (Previously presented) The apparatus of claim 327, wherein the operations further comprise sending a communication to a financial institution computer to obtain a payment corresponding to the order responsive to receiving data triggered by a scan of the waybill.

339. (Previously presented) The apparatus of claim 327, wherein the operations include communicating so as to verify availability of a card, and processing to bill the card responsive to receiving a communication from the shipper computer system indicating that the product has been shipped.

340. (Previously presented) The apparatus of claim 327, wherein the order is received at a web page that automatically triggers the electronic communication to be sent to a distribution center.

341. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a server which receives the waybill data from the shipper computer system which corresponds to Federal Express, and wherein the electronic communication is in one digital format.

342. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a server which receives the waybill data from the shipper computer system which corresponds to UPS, and wherein the electronic communication is in one digital format.

343. (Previously presented) The apparatus of claim 327, wherein the waybill data comprises dynamically assigned waybill information, and wherein the operations further comprise processing such that indication of a pick up of the product is communicated to the shipper computer system, and subsequently, an indication of the pick up is communicated from the shipper computer system to the computer system, resulting in automatic billing to a financial institution computer system.

344. (Previously presented) The apparatus of claim 327, wherein the operations include processing the waybill data and the specification of the product such that the electronic communication is in the one digital format.

345. (Previously presented) The apparatus of claim 327, wherein the specification comprises a packing list.

346. (Previously presented) The apparatus of claim 327, wherein the specification comprises a code.

347. (Previously presented) The apparatus of claim 327, wherein the operations include assigning a code to the order.

348. (Previously presented) The apparatus of claim 327, wherein the operations include associating a code with the order, obtaining shipping status information from the shipper computer system, and associating the status information with the code.

349. (Previously presented) The apparatus of claim 327, wherein the operations include associating a code with the order and providing a web page showing the order code.

350. (Previously presented) The apparatus of claim 327, wherein the operations include receiving identification of a name of a holiday without a date for the holiday, wherein the holiday has a year-to-year shifting date, and automatically applying a date to the order from the identification of the name of the holiday, and wherein the electronic communication communicates the automatically applied date.

351. (Previously presented) The apparatus of claim 327, wherein the operations comprise receiving a consumer-composed personal message to a recipient of the product, and the electronic communication communicates the consumer-composed personal message.

352. (Previously presented) The apparatus of claim 327, wherein the operations comprise receiving a consumer-composed personal message to a recipient of the product, and the electronic communication communicates the consumer-composed personal message, and wherein the electronic communication is in one digital format.

353. (Currently amended) The apparatus of claim 327, wherein the operations comprise receiving a consumer-composed personal message, to a recipient of the product, ~~and locating the message into a template, and wherein~~ which formats the personal message for inclusion in the electronic communication ~~comprises a format corresponding to the template.~~

354. (Currently amended) The apparatus of claim 327, wherein the operations comprise receiving a consumer-composed personal message, to a recipient of the product, ~~and forming in a template~~ so as to containing the message and a corresponding code or packing list as the specification of the product, ~~and wherein for inclusion in~~ the electronic communication ~~comprises a format corresponding to the template.~~

355. (Previously presented) The apparatus of claim 327, wherein the electronic communication communicates a delivery date.

356. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a billing server which carries out billing for the order.

357. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a web server whereby the order is received.

358. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a web server whereby the order is received, and the operations include real-time card payment processing corresponding to fulfillment of the order.

359. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages being consumer-selectable to provide shopping by occasion.

360. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages indicating an appropriate arrangement for a holiday.

361. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a screen showing a product in more detail than in a preceding screen.

362. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a screen showing order confirmation.

363. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a screen showing order cancellation.

364. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a screen showing confirmation of order cancellation.

365. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages adapted to receive consumer modification of billing information.

366. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a screen showing affiliates.

367. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a reminder service.

368. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a screen showing an order confirmation comprising order quantity, product name, and a message from a customer to a recipient of the product.

369. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a confirm order screen.

370. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a view order screen.

371. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a screen showing a status of the order and viewable responsive to receiving a valid order number corresponding to the order status for the order.

372. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with an order number, providing web pages, automatically polling the shipper computer system corresponding to Federal Express with the order number in generating order status information, and showing the generated order status information on a screen provided by at least one of the pages.

373. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, receiving an order number at at least one of the pages, if the order number matches an order in a database of the computer system, displaying on at least one screen corresponding to at least one of the pages a Federal Express shipment status.

374. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, receiving an order number at at least one of the pages, if the order number matches an order in a database of the computer system, displaying on a screen a status corresponding to a shipment and a delivery date for the shipment.

375. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing an order summary screen.

376. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages allowing, up to a shipping day, consumer modification of order information corresponding to a product order.

377. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages allowing saving of billing information in a database of the computer system.

378. (Previously presented) The apparatus of claim 327, wherein the operations include: providing web pages, at least one of the pages adapted to carry out receiving of orders; receiving an email address associated with the order at one of the pages; and responsive to receiving a message that a card payment for the order has been declined, sending to the email address an email message including a hypertext link to at least one of the pages.

379. (Previously presented) The apparatus of claim 327, wherein the operations include: providing web pages whereby the order is received; receiving an email address associated with the order; and sending to the email address an email message identifying the order and including a hypertext link to at least one of the pages.

380. (Previously presented) The apparatus of claim 327, wherein the operations include: providing web pages whereby the order is received; receiving an email address associated with the order; and sending to the email address an email message including a hypertext link.

381. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages allowing browsing inventory with a detailed view mode.

382. (Previously presented) The apparatus of claim 327, wherein the operations include providing a web site which provides for selecting an occasion; and associating a gift for the occasion with the order.

383. (Previously presented) The apparatus of claim 327, wherein the operations include providing a web site which provides for associating an apology message with the order.

384. (Previously presented) The apparatus of claim 327, wherein the operations include providing a web site which provides for associating a "thank you" message with the order.

385. (Previously presented) The apparatus of claim 327, wherein the operations include providing a web site which provides for associating a "get well" message with the order.

386. (Previously presented) The apparatus of claim 327, wherein the operations include error checking with respect to order quantity, product, recipient message, and shipping information.

387. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages associating the order with recipient information stored from a prior order.

388. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages showing recipient information corresponding to the order, and wherein entry at at least one of the pages to buy the product results in getting the recipient information from a database of the computer system.

389. (Previously presented) The apparatus of claim 327, wherein the operations are carried out with some batch processing and real-time credit or charge card processing.

390. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a database server storing data in a database, the stored data corresponding to distribution centers, and the operations include sending, by accessing the stored data in the database, the electronic communication to one of the distribution centers.

391. (Previously presented) The apparatus of claim 327, wherein the operations comprise determining supplier payment for the shipment.

392. (Currently amended) The apparatus of claim 327, wherein the waybill data are dynamically assigned waybill data for carrying out the shipment ~~optionally in~~ for delivery in either the United States or Canada, as determined by a communication from the ordering computer.

393. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a database server storing data in a database, the stored data corresponding to a plurality distribution centers, and the operations include selecting one distribution center from among the plurality of distribution centers by accessing the stored data in the database, and

wherein the electronic communication is output to the selected one of the distribution centers, wherein the stored data in the database comprises price data.

394. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a database server storing data in a database, the stored data corresponding to a plurality distribution centers, and the operations include selecting one distribution center from among the plurality of distribution centers by accessing the stored data in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the stored data in the database comprises inventory data.

395. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a database server comprises a database server storing data in a database, the data stored corresponding to a plurality distribution centers, and the operations include selecting one distribution center from among the plurality of distribution centers by accessing the stored data in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data stored in the database comprises geographic location data.

396. (Previously presented) The apparatus of claim 327, wherein the operations include selecting one of a plurality of distribution centers to receive the electronic communication.

397. (Previously presented) The apparatus of claim 327, wherein the computer system provides a web page, whereby the order is received, and also provides for manual entry of an order received over a telephone system.

398. (Previously presented) The apparatus of claim 327, wherein the electronic communication is communicated from an ordering center so as to provide remote control of distribution of the product at a location where the product was produced.

399. (Previously presented) The apparatus of claim 327, wherein the operations include sending an electronic communication to the shipper computer system resulting in a courier vehicle picking up the shipment at a distribution center located apart from an ordering center.

400. (Previously presented) The apparatus of claim 327, wherein the order is received at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to the customer.

401. (Previously presented) The apparatus of claim 327, wherein the order is received at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to a recipient other than the customer.

402. (Previously presented) The apparatus of claim 327, wherein the order is received at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment as a gift to a recipient.

403. (Previously presented) The apparatus of claim 327, wherein if the order is an order of a gift, the operations are not the same as if the order is not an order of a gift.

404. (Previously presented) The apparatus of claim 327, wherein the electronic communication is communicated through a TCP/IP connection.

405. (Previously presented) The apparatus of claim 327, wherein the electronic communication is communicated by an Internet communication.

406. (Previously presented) The apparatus of claim 327, wherein the specification of the product comprises specification of a product to be packaged with a coolant in carrying out the shipment.

407. (Previously presented) The apparatus of claim 327, wherein the sheet, when printed, comprises a Federal Express waybill.

408. (Previously presented) The apparatus of claim 327, wherein the operations include: processing the order as a gift; and associating a user-composed message with the order; and wherein the shipment includes the message.

409. (Previously presented) The apparatus of claim 327, wherein the processing of the order implements a delivery customized and fulfilled for a recipient.

410. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a Federal Express shipment prepared.

411. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a credit card authorized.

412. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of pending processing.

413. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of product shipped.

414. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a credit card captured.

415. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a settlement error.

416. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a credit card settled.

417. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a completed order.

418. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a canceled order.

419. (Previously presented) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a customer notified by email.

420. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, and recognizing a prior customer from an order placed via the web pages.

421. (Previously presented) The apparatus of claim 327, wherein the operations include providing a web page, and recognizing a prior web page user from a cookie corresponding to use of the web page.

422. (Previously presented) The apparatus of claim 327, wherein the operations include recognizing an email address associated with the order.

423. (Currently amended) The apparatus of claim 327, wherein the operations verify that only a product within inventory is orderable ~~can be ordered~~.

424. (Previously presented) The apparatus of claim 327, wherein the operations include producing an audit report which compares product that has been shipped so as to identify unfulfilled orders.

425. (Previously presented) The apparatus of claim 327, wherein the operations include receiving a message from a consumer that placed the order at a web page, the communication cancelling the order.

426. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages to locate an item, another at least one of the pages to place an order, wherein at least one of the pages provides selectable sorting by price.

427. (Previously presented) The apparatus of claim 327, wherein the computer system comprises a plurality of servers, and wherein the operations include implementing an email capability corresponding to the order.

428. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing fields to enter recipient information for storage of that recipient information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows selecting a recipient from the stored recipient information and the selecting triggers populating fields used in the making of the order.

429. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing fields to enter customer information for storage of that customer information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows using the stored customer information to populate fields used in the making of the order.

430. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing items indicated as appropriate for a holiday, the items being selectable so as to facilitate placing the order.

431. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing items indicated as appropriate for a holiday with a date that changes from year to year, the items being selectable to facilitate placing the order.

432. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing items indicated as appropriate for Easter, the items being selectable to facilitate placing the order.

433. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing items indicated as appropriate for Secretaries Day, the items being selectable to facilitate placing the order.

434. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing items indicated as appropriate for Mother's Day, the items being selectable to facilitate placing the order.

435. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing items indicated as appropriate for Passover, the items being selectable to facilitate placing the order.

436. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing items indicated as appropriate for Thanksgiving, the items being selectable to facilitate placing the order.

437. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing items indicated as appropriate for Valentine's Day, the items being selectable to facilitate placing the order.

438. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a selectable occasion which if selected, causes a display of a portion of inventory.

439. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a selectable occasion, which if selected, causes a display of inventory sorted by price.

440. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a selectable occasion, which if selected, causes a display of inventory sorted by popularity.

441. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, the web pages collectively enabling placement of the order of the product and the shipment.

442. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, the web pages collectively enabling placement of the order of the product, the shipment by the shipper, and viewing shipper shipment status.

443. (Currently amended) The apparatus of claim 327, wherein the operations include providing web pages, the web pages collectively enabling placement of the order and the shipment ~~optionally to for delivery in either~~ the United States or to Canada, as determined by a communication from the ordering computer.

444. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing fields to enter reminder information for storage of that reminder information, the reminder information used to trigger an email reminder.

445. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing fields to enter reminder information, storing the reminder information, and using the reminder information to trigger an email reminder of a birthday.

446. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing fields to enter reminder information, storing the reminder information, and using the reminder information to trigger an email reminder of an anniversary.

447. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing fields to enter reminder information, storing the reminder information, and using the reminder information to trigger an email reminder, wherein the email reminder comprises a special offer for an order.

448. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing fields to enter reminder information, storing the reminder information, and using the reminder information to trigger an email reminder, wherein the email reminder comprises an offer of free shipping for an order.

449. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing fields to enter reminder information, storing the reminder information, and using the reminder information to trigger an email reminder, wherein an offer of a special price for an order.

450. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing for ordering food.

451. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing for ordering chocolates.

452. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing for ordering a basket of food.

453. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages using an SSL security certificate used to carry out the order.

454. (Currently amended) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages using an SSL security certificate used when viewing at least one of the web pages in which personal information ~~may be edited~~ is editable ~~may be edited~~.

455. (Currently amended) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages using an SSL security certificate used when performing an action in which personal information is editable ~~may be edited~~.

456. (Currently amended) The apparatus of claim 327, wherein the operations include providing a web site with web pages such that card account information ~~cannot be accessed~~ is inaccessible from the web site.

457. (Currently amended) The apparatus of claim 327, wherein the operations include providing a web site with web pages such that card account information ~~can be changed~~ is changeable at the web site only by entering an appropriate order number.

458. (Currently amended) The apparatus of claim 327, wherein the operations include providing a web site with web pages such that card account information ~~can be changed~~ is changeable at one of the web pages and such that the card account information ~~cannot be accessed~~ is not accessible from any other portion of the web site.

459. (Currently amended) The apparatus of claim 327, wherein the operations include processing to carry out a purchase for the order on line.

460. (Cancelled)

461. (Previously presented) The apparatus of claim 327, wherein the operations include processing to carry out a purchase for the order with real-time card processing.

462. (Currently amended) The apparatus of claim 327, wherein the operations include ~~include~~ providing web pages, whereby fields are provided to make a purchase and fields are provided to make the shipment.

463. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing fields to enable receiving gift registry information.

464. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing links to partner web sites.

465. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing links to partner web sites with product offerings.

466. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a link to coprovider web site.

467. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing a link to an affiliate web site.

468. (Previously presented) The apparatus of claim 327, wherein the operations include providing web pages, at least one of the pages providing links to affiliate web sites, and the operations further include processing to provide a credit for an affiliate referral associated with the order.

469. (Previously presented) The apparatus of claim 327, wherein the operations include processing to provide a credit for an affiliate referral associated with the order.

470. (Previously presented) The apparatus of claim 327, wherein the operations include tracking referrers associated with respective orders.

471. (Previously presented) The apparatus of claim 327, wherein the operations include associating a referral code with respective orders.

472. (Previously presented) The apparatus of claim 327, wherein the operations include providing, at a web site, a consumer-selectable greeting card, which if selected, associates the greeting card with the order.

473. (Previously presented) The apparatus of claim 327, wherein the operations include providing a text box with context of a graphic for the card.

474. (Previously presented) The apparatus of claim 327, wherein the communication includes two dates, the dates including a deliver-by date.

475. (Previously presented) The apparatus of claim 327, wherein the operations include selecting a supplier of the product.

476. (Currently amended) The apparatus of claim 327, wherein the electronic communication includes an indication ~~that~~ permitting a delivery of the product ~~can be carried out by~~ a drop off at a recipient's door.

477. (Previously presented) The apparatus of any one of claims 327 to 476, wherein the product comprises flowers.

478. (Previously presented) The apparatus of claim 327, further including a consumer computer system controlling the order being received at the computer system and thereby controlling the shipment.

479. (Previously presented) The apparatus of claim 327, wherein the shipper computer system communicates the waybill data, corresponding to the order, received at the computer system.

480. (Previously presented) The apparatus of claim 327, further including a financial institution computer system communicating payment data, corresponding to the order, which is received at the computer system.

481. (Currently amended) Apparatus including:
a consumer ordering computer system, communicating over a digital network to place an order for a product so as to cause a computer system to process the order and use waybill data,

received via the digital network from a shipper computer, to produce an electronic communication which is output to a distribution center, via the digital network, and which, ~~when printed on~~ corresponds to one sheet, ~~comprises~~ comprising a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill, the waybill corresponding to the waybill data received from the shipper computer and wherein the sheet is printed at the distribution center.

482. (Currently amended) Apparatus including a computer system providing a server computer web site which provides a single point of access [[to]] for viewing and purchasing flowers, and having the flowers delivered via a waybill printed from an electronic communication sent over a digital network which combines an indication of the flowers corresponding to an order received over the digital network from an ordering computer system, and waybill data received over the digital network from a shipper computer, and a personal message received over the digital network from the ordering computer system and corresponding to recipient data associated with the order, on a single sheet.

483. (Currently amended) Apparatus comprising:
a computer system programmed to perform the operations of:
processing a plurality of orders received over a digital network from consumer ordering systems at a web site and waybill data for each of the orders received over the digital network from a courier computer system, including for each order:

communicating with a financial institution computer system to obtain payment for the order, and sending to a distribution center an electronic communication over the digital network which, ~~when printed on~~ corresponds to one sheet, ~~comprises~~ comprising a waybill and a specification of ~~the~~ product that fulfills the order by a shipment of the product with the waybill, the

waybill corresponding to the respective waybill data received from the courier computer system;

and

_____ a printing device at the distribution center which prints the sheet.

484. (Previously presented) The apparatus of claim 483, wherein for each said order, the computer system selects the distribution center for the shipment.

485. (Previously presented) The apparatus of claim 483, wherein for at least one of said orders, the product comprises flowers.

486. (Currently amended) Apparatus including:

a computer system performing operations including processing an order for flowers, which order has been received via a web site from an ordering computer over a digital network, and waybill data, which have been received via ~~[[a]]~~ the digital network from a shipper computer, so as to produce an electronic communication which is output via the digital network and which, ~~when printed on~~ corresponds to one sheet, ~~comprises~~ comprising a waybill and a specification of the flowers that fulfills the order by shipment of the flowers with the waybill, wherein the waybill is printed and produced from the waybill data received from the shipper computer.

487. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages providing links associated with flower arrangements corresponding to an upcoming holiday.

488. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages providing links associated respectively with flower

arrangements corresponding to an upcoming day, each arrangement being viewable in a selectable detailed view mode.

489. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages providing a link associated with long-stem roses.

490. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages providing links associated respectively with flowers.

491. (Previously presented) The apparatus of claim 486, wherein the sheet, when printed, comprises three addresses.

492. (Previously presented) The apparatus of claim 486, wherein the sheet, when printed, comprises three addresses, one of the addresses comprising a dot com address.

493. (Previously presented) The apparatus of claim 486, wherein the electronic communication is received at a distribution center printer, and the sheet comprises perforations indicating a location to separate the waybill.

494. (Previously presented) The apparatus of claim 486, wherein the electronic communication is received at a distribution center printer, the sheet comprises preprinted art work, and the operations include processing the waybill data to produce a format such that the electronic communication, when printed, does not overlap the art work with the waybill.

495. (Previously presented) The apparatus of claim 486, wherein the sheet is a sheet with pre-printed artwork.

496. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, wherein at least one of the pages provides selectable sorting by type of flower.

497. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages providing selectable sorting by type of flower.

498. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages providing selectable sorting by price.

499. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages providing selectable sorting by popularity.

500. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages providing selectable sorting by type of plant.

501. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages featuring flowers with a link to select roses.

502. (Previously presented) The apparatus of claim 486, wherein the operations include providing web pages, at least one of the pages featuring flowers with a link to select tulips.